



18 week Certificate

A range of short, specialist programmes designed to provide a thorough foundation training, tightly targetted around a specific skill-set.



IMPORTANT NOTICE

When applying for a course it is important that you give us as much information as possible about your qualifications and work experience so that we can ensure that we offer you the programme best suited to your particular needs.

AWARDING BODIES:



Digital Design Certificate

A hands-on, practical Apple Mac-based design training, using industry-standard Adobe InDesign, Illustrator and Photoshop to produce professional graphic design.

Web Design Certificate

Learn the art of successful web design; using HTML, Javascript, Dreamweaver and Flash to create slick, well styled web pages to a professional standard.

Creative Communications Certificate

A compact training for the aspiring advertising and PR executive, incorporating both the theory and practice of advertising/PR management, as well as copywriting.

International E-Business Certificate

A business studies course for the 21st Century, this programme covers the fundamentals of business theory as set in the context of the internet-driven marketplace.

Internet Marketing Certificate

A course that unlocks the secrets of the internet as the single most powerful marketing tool available in the world today. Essential skills for any marketer!

Certificate

COURSE SELECTOR

A quick reference guide to the five different 18 week Certificate course options available.

Digital Design Certificate

Professional training in image manipulation, design, page layout, typesetting.

Course Overview

Digital technology has transformed the creative industries, opening up exciting new possibilities for those with the right mix of creative and technical design skills.

This specialist course is for students who want to be part of the growing field of graphic design and will prepare you for a range of career options including design for print, the internet and multimedia.

It offers a stimulating programme that gives the flexibility to explore an array of specialist software. From day one you'll get to grips with industry standard applications used to develop high quality printed documents, as well as the essentials of website design. Finally, the entire course is consolidated through 'real-life' digital projects designed to give you the opportunity to experiment and build on your skills.

Course Duration

> 18 weeks

Entry Requirement

> A good secondary education to GCSE or 'O'level standard

Course Starts

- > January
- > March
- > June
- > October

Qualification

> OCN and Hove College Certificates in Digital Design



A STUDENT SAYS...

"My teacher, Paul, the 'Obi-wan' of DTP, was really great and went out of his way to help me. He makes learning easy and enjoyable which really is the best way.

After finishing the course I found an ad for a Trainee Mac Operator at the Argus, the same job I'd applied for a year ago. I didn't even get an interview that time, but this time I did! I couldn't believe it! They said the Hove College course put me to the top of the pile!

The second interview went really well and I was offered the job! The course has put my foot in the door of the career I've been after for so long. The future doesn't look boring any more!"

Hayley Coleman from Brighton



SYLLABUS:

- > Comprehensive practical use of Adobe InDesign
- > Vector-based graphics using Adobe Illustrator
- > Image manipulation using Adobe Photoshop
- > Label & packaging design
- > Design & creation of promotional materials
- > Image manipulation & website integration
- > Industry knowledge & fulfilling client briefs
- > Practical understanding of the print process



AWARDING BODY:



Web Design Certificate

All the essentials - from basic web page construction to slick Flash graphics.

Course Overview

The Internet is at the cutting edge of 'new media' and the rapid expansion of business online means there is an unprecedented demand for digital media talent in all sectors of today's business world. The Web Design Certificate has been created to give you the skills required to meet this need.

The course starts with the basic building blocks of HTML page development. It is aimed both at students who are complete beginners in this field and also those who have a knowledge of other technologies but need to update their current skill base in this important sector.

The course is 'hands-on' and uses student centred learning, working on projects geared towards practical real-life applications. Class groups are small and lead by a successful, practicing web-designer. Training is built around the essential industry standard web construction tools;

Macromedia Dreamweaver, Flash and Fireworks. The course, therefore, gives students readily adaptable skills that will be applicable in all manner of internet based roles.

Course certification is by OCN (Open College Network) external qualification and completion of a website project for assessment.

Course Duration

- > 18 weeks

Entry Requirements

- > A good secondary education to GCSE or 'O'level standard

Course Start Dates

- > January > March
- > July > October

Qualifications

- > Hove College Certificate in Web Design
- > OCN Certificate in Web Design

A STUDENT SAYS...

"Before starting my course in Web Design, I had some experience of IT but no idea how to create a website let alone use an Apple Mac! So it was a real challenge for me. But Paul (our expert, friendly and very patient tutor) soon put me at ease.

I was impressed with how much we covered and how it soon started to make sense and click into place - literally! By the end of the course I felt I had grasped a real understanding of web design and a new-found confidence in my ability to use it.

Everyone at Hove College has been really great and really supportive, making it such a nice welcoming place to study.

They make sure you are looked after and get the best possible out of your experience whilst you're there. I now feel confident to use my skills at work. It's really opened doors for a bright future!"

Rob Scoble
from Lewes



SYLLABUS:

- > Macromedia Dreamweaver, the environment & site management
- > Working with images, image maps & creating rollovers
- > Design using cascading style sheets
- > Fundamental Javascript, PHP scripting & ASP
- > Database integrated web applications
- > Practical use & integration of Flash
- > Site structure, layout & navigation
- > Fully integrated individual website design project

AWARDING BODY:



Creative Communications Certificate

Learn the secrets of successful marketing, advertising, PR and copywriting...

Course Overview

Effective communication is ever more crucial in the modern business world as competition becomes more intense and consumers become more sophisticated.

Employers are therefore increasingly looking to employ individuals with the specialist knowledge to apply a full set of promotional techniques to take their products to new potential markets or to convey new messages to existing customers.

This wide-ranging course covers the fundamental principles of promotion and examines the elements that go to make up the 'communications mix'.

The course is delivered by practicing specialists who are experts in their field and the aim is to give students a 'hands-on' practical knowledge, based on what is happening in the real world, right now.

You will learn how to formulate and apply effective marketing plans, incorporating PR strategies and powerful advertising techniques, to a number of different situations and to diverse audiences.

On completion, students will gain industry-recognised qualifications in PR, Advertising and Marketing that can open up a range of employment and further study options.

This course can be summarised as a powerful combination, providing high value skills focussed on this extremely rewarding area of business. Presented by experienced forward looking tutors, successful students armed with this level of knowledge can truly talk the talk and walk the walk!

Course Duration

> 18 weeks

Entry Requirement

> A good secondary education to GCSE or 'O'level standard

Course Starts

> January > March
> June > October

Qualification

> Hove College Certificate in Marketing & Media
> LCCI Level 3 Certificates in PR, Marketing and Advertising

A STUDENT SAYS...

"It was pure chance that I saw an ad for this course. It had all I needed - I don't know of any other course that combines PR, Marketing and Advertising so well.

It's given me much-needed confidence. The tutors are really passionate about their profession, and most still work as industry freelancers so you can really benefit from their experience. Aside from the main subjects, there's a great Journalism class that fits nicely with PR. Something I also found invaluable was the section on Career Development. For anyone who hates doing CVs, covering letters or interviews, this is vital!

All the hard work paid off. Just weeks after graduating I was rewarded with a fantastic job offer with a London based publishers!

Neil McCrae
from Lancashire



Neil McCrae and college friends

SYLLABUS:

- > Creating & producing ads & commercials
- > Media planning & buying
- > Public relations & planning a PR strategy
- > Community relations & crisis management
- > Effective marketing plans and global considerations
- > Market research, market selection & the marketing mix
- > Branding, packaging & franchising
- > Journalism, copywriting & practical production work



AWARDING BODY:



International E-Business Certificate

An introduction to business studies in the era of the worldwide web.

Course Overview

The world of business is being transformed by the Web. Whether you are directly involved in internet-based operations or not, all business is impacted by this new medium.

Commerce via the internet is the world's fastest growing industry and the fast, global nature of web trading forces companies to change the way they operate, not only in their marketing but across the whole spectrum of their activity. Financial, legal and human resource issues, for example, all require a fresh focus, as do the major strategic elements such as macro forecasting.

Course Structure

This carefully structured course gives students a thorough grounding in essential business subjects whilst maintaining a wider consideration of how proven principles can merge smoothly into the modern electronic age. Course modules include Law, Principles of Management, Statistics, Economics and Accountancy.

Delivered by experienced tutors, the course is practical and interactive. Modules are taught en bloc in four or two week sections which allows the students to concentrate on achieving proficiency with each subject within a comfortable and well organised timetable.

On completing the course, students can be confident that their skills prepare them well for onward study or give them that extra dimension to attract prospective employers in this web-driven commercial age.



Course Duration

- > 18 weeks

Entry Requirements

- > A good secondary education to GCSE or 'O'level standard

Course Start Dates

- > March > June
- > October

Qualifications

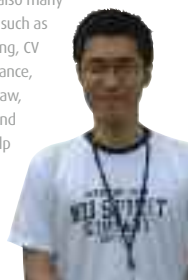
- > Hove College Certificate in International E-Business
- > LCCI Level 3 Certificate in Management

A STUDENT SAYS...

"I was a computer programmer in South Korea and came to the UK to change my career. I found this course and I have been very satisfied. Wonderful tutors, excellent facilities and lovely staff. For these reasons, I am pleased to recommend this course.

I think this course is good for finding a job because it includes not only theories of E-Business but also many practical things such as business planning, CV preparation, finance, book keeping, law, management and so on. It will help me wherever I go!

Jaewan Kim
from Korea



SYLLABUS:

- > Effective business management & control
- > Managing people, leadership & motivation
- > Dynamics of social, political, economic & technological change
- > Benefits & integration of eBusiness
- > Types of business & company law
- > Global communication & IT development
- > Business accounting & financial statements
- > Collection, preparation & reporting of data

AWARDING BODY:



Internet Marketing Certificate

Training in the new techniques for effective marketing within the worldwide web.

Course Overview

This well balanced and forward-looking course is based on contemporary industry thinking and the lessons of practical application in what is a fast evolving business environment.

The world of Internet Marketing is expanding rapidly, with online business predicted to grow massively over the next few years. New E-Marketing concepts and tools emerge almost daily as ever improving technology places greater scope into the hands of the marketer.

Course delegates learn the unique principles which differentiate the Internet business world and how to

apply new techniques to generate valuable trade through this medium of the future.

With practical, industry-recognised qualifications to back the knowledge acquired on the course, successful candidates will offer a unique mix of abilities to potential employers. Alternatively, students may continue on from the course into a range of further education studies.

Coursework undertaken includes separate modules in Internet Marketing, E-Commerce, and Marketing with London Chamber of Commerce and Industry (LCCI) level 3 professional examinations.

Course Duration

> 18 weeks

Entry Requirements

> A good secondary education to GCSE or 'O'level standard

Course Start Dates

> January > March
> June > October

Qualifications

> Hove College Certificate in Internet Marketing
> LCCI Level 3 Certificates in E-Commerce, Marketing & Internet Marketing

SYLLABUS:

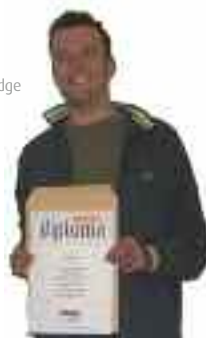
- > Definition & development of the internet
- > Benefits of internet marketing
- > Internet growth & customer profile
- > Successful search engine optimisation
- > Business models for E-Commerce
- > E-Commerce security & payment systems
- > Effective website promotion
- > International & legal issues

A STUDENT SAYS...

"For some time I had been struggling to get into internet marketing. This was proving difficult - until I saw this course! It's given me the confidence to go for jobs that I'd previously thought of as out of reach. The course offers a theoretical knowledge but more importantly it relates this knowledge to its actual use in the business world.

The college also provides great one to one support, which meant that I was armed with a superb CV and loads of confidence. I've now got just the kind of role I'd wanted when I originally saw the course advertised!"

*Robert Tebb
from Brighton*



AWARDING BODY:

